

VISTA Assignment Description (VAD)

Title: Montana Childrens Trust Fund

Sponsoring Organization: Prevention Resource Center - MT DPHHS

Project Name: Prevention Resource Center

Project Number: 06VSPMT005

Project Period: 05/03/2015 - 04/30/2016

Site Name (if applicable):

Focus Area(s)

Primary: Healthy Futures

Secondary:

VISTA Assignment Objectives and Member Activities

Goal of the Project: This project works to increase public awareness and the number of clients participating in child abuse prevention programs statewide to decrease instances of youth delinquency/poor school performance/mental illness/unplanned pregnancy and to improve protective factors for a safe, healthy nurturing family environment. Poverty is the single best predictor of child abuse and neglect. Children who live in families with an annual income less than \$15,000 are 22 times more likely to be abused or neglected than children living in families with an annual income of \$30,000+. With prevention education programs, families are more likely to have healthy families, and youth finish school with secure, steady jobs thus interrupting the poverty cycle.

Objective of the Assignment (*Period of Performance: July 17, 2015 to July 15, 2016*)

Increasing the public's awareness through education campaigns will support the Children's Trust Fund in developing new funding streams to support local organizations across the state to implement public health education programs aimed at reducing child abuse & neglect throughout Montana. These public health education programs allow for low-income citizens to utilize parenting resources that they might otherwise not have access to in their given community that will reduce their children's risk factors in them participating in risky behaviors that can lead to intergenerational transmission of poverty including but not limited to teen pregnancy, substance abuse and dropping out of school.

Member Activity: Contact community stakeholders to develop 1 strategic plan for child abuse and neglect education and outreach prevention efforts, including; but not limited to: the Not Even For A Minute campaign, to create a committee to evaluate/redesign the Period of PURPLE Crying educational materials, expand Go Blue Day & Blue Sunday, and assist with a statewide education campaign on the importance of early childhood education during the first quarter.

Member Activity: Contact community stakeholders and local organizations to increase awareness of CTF and implementation of child abuse and neglect prevention and education during the second and fourth quarters.

Member Activity: Participate in statewide MT conferences to increase knowledge such as the MT Child Abuse and Neglect Conference, the Family and Community Health Conference, and the Montana NonProfit Association Conference as these events arise.

Member Activity: Increase top-of-mind awareness of CTF so people are more willing to become donors. Seek and create awareness activities and events for CTF and grantees across Montana related to our mission and goals. Member may come up with ideas for community events or find events hosted by others that we and/or our grantees might piggyback on such as association events where we could host, sponsor or speak. Member will also seek interview opportunities for a MT CTF representative to speak about our work and child abuse and neglect prevention in Montana during first and third quarters.

Member Activity: Develop templates for traditional, earned and social media campaign and other creative media outreach including developing new press releases, Letters to the Editors, working with TV, newspapers, and radio to get PSAs, commercials, etc. created, scheduled, etc. as new opportunities and/or earned media opportunities arise. This activity is reported quarterly to the CTF Board.

Member Activity: Assist in disseminating and/or presenting community outreach and education plan to statewide child abuse and neglect prevention. Disseminate information to interested persons regarding the MT CTF and child abuse and neglect prevention during the second and third quarters.

Objective of the Assignment (*Period of Performance: July 17, 2015 to July 15, 2016*)

Collaborate with organizations and grantees on strengthening the framework for child abuse and neglect throughout the state. These partnerships will build a collective effort in reducing child abuse and neglect which ultimately supports youth in becoming productive and self-sufficient adults. It will also work on supporting youth in refraining from behaviors that would cause them to be in poverty as adults such as substance abuse or teen pregnancy.

Member Activity: Increase diversity of funds, resources, activities, and a streamlining of the resource development processes by the end of month 9.

Member Activity: Assist in helping to build infrastructure of communities to prevent child abuse & neglect by partnering with the grantee running the Period of Purple Crying for implementing Dose 2 and 3 by the way of community partners. Strategies will be identified and implemented by the end of month 11.

Member Activity: Assist the program by bringing organizations, businesses, state agencies, and other community partners together to form coalitions to create positive change by implementing the Strengthening Families Framework (best practice) across Montana. This will be ongoing and reported to the CTF Board in the second and fourth quarters and is part of the CTF Strategic plan.

Member Activity: Implement strategies identified by the MT CTF's strategic plan for program sustainability by the end of month 10 – focus on funding, outreach and education and sustainable partners for the Strengthening Programs Framework.

Member Activity: Conduct site visits with grantees to evaluate and report the impact of awareness and outreach efforts by the end of month 8 per the CTF Strategic Plan.

Member Activity: Identify funding sources for implementing the CTF resource development plan and secure \$2,000 of cash and in-kind resources per the CTF Strategic plan during the second and third quarters.

Member Activity: Assist the CTF and the CTF grantees in crafting innovative ideas for fundraising events and activities during the first and third quarters.

Member Activity: Attend volunteer management and grant writing training when it is offered to develop sustainable resources.

Member Activity: Attend Shaken Baby Syndrome/Acute Head Trauma training as available including online training for the Period of Purple Crying with the National Center for Shaken Baby as opportunities arise.

Member Activity: Work with CTF grantees to recruit 10 volunteers to assist with special events and public education efforts.

Objective of the Assignment (*Period of Performance: July 17, 2015 to July 15, 2016*)

Develop resources and systems for the Montana Children's Trust Fund to implement that will increase their ability to evaluate grantees and expand the scope and impact of the program. By increasing the capabilities of the organization, the Montana Children's Trust Fund will be able to reach more low-income children & families who are in poverty and at risk of child abuse & neglect.

Member Activity: Assist in developing evaluation procedures to collect data on the outcomes of prevention activities during the second and fourth quarters per the federal CBCAP guidelines. Utilize this data in developing a procedure to record and analyze the data from the CTF grantees and their impact on children and families by the end of month 7.

Member Activity: Develop 1 evaluation for CTF grantees to help CTF better assist them to build capacity, awareness, and better serve their communities.

Member Activity: Assist in the development by researching evaluation best practices of external evaluation procedures for the MT CTF's annual program evaluation and complete an external evaluation of the MT CTF public awareness activities by the end of month 11. Work with MT CTF Board in determining evaluation criteria.